

# How business benefits from plain language

Why it's good for you and your customers

write

# What is plain language?

Plain language is communication your audience can understand the first time they read it.

Material is in plain language if your audience can:

- find what they need
- understand what they find the first time they read it
- use what they find to meet their needs.



## When information is your product

raw materials



manufacturing  
process



distribution  
process



**product**  
to customer

ideas/facts



writing  
process



'publication'  
channel



**information**  
to reader

**write**

**kai**

**zen**

改

善

**change**

**good**

write

ideas/facts



writing  
process



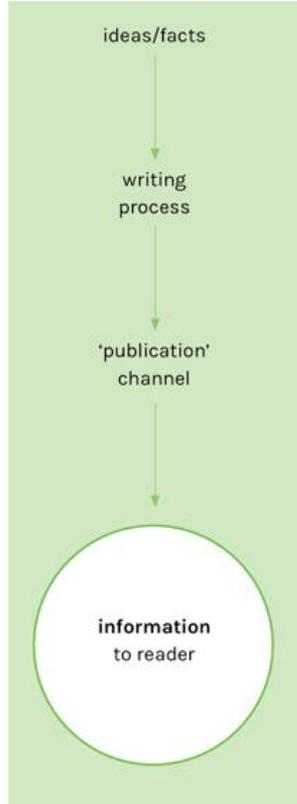
'publication'  
channel



**write**

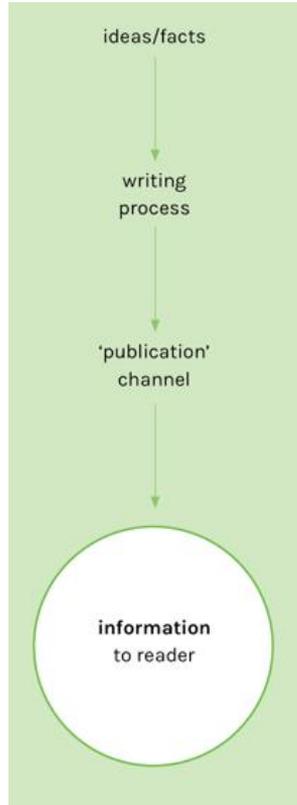
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# An optimised channel



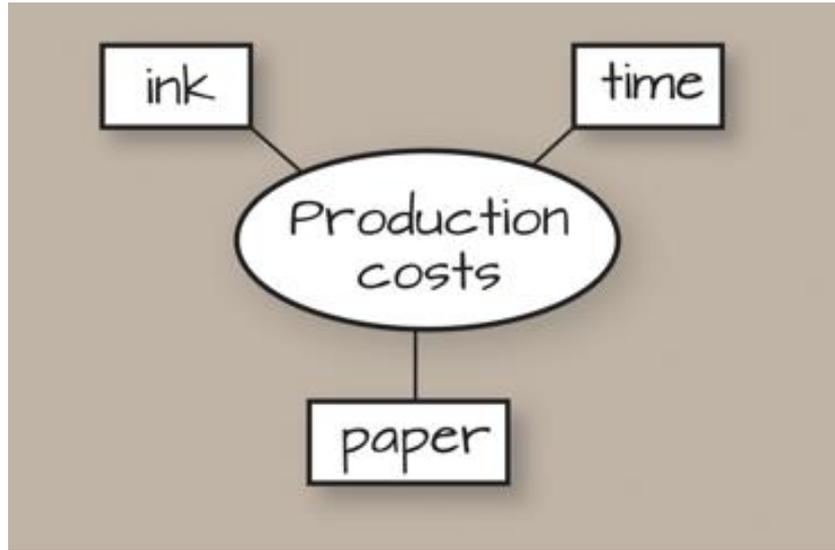
1. Good analysis, critical thinking
2. Lean, efficient process focused on the reader
3. Appropriate channel considered

# An optimised channel



1. Good analysis, critical thinking
- 2. Lean, efficient process focused on the reader**
3. Appropriate channel considered

# How much can you personally save in production costs?



# Calculators

Understand the value of clear communication. Our calculators demonstrate the time and money invested in clarifying and rewriting. Use the calculators below.

## The cost of wasting personal time rewriting or correcting documents

How many hours of personal time do you waste each week correcting or rewriting documents written by your team?

Hours per week

5

Hours per year, based on a 46-week year

230

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## The cost of wasting managers' work time rewriting or correcting documents

How much time is wasted in your workplace by managers correcting or rewriting documents written by their team members? Estimate the numbers below or send a quick email to other managers to get the information you need.

Wasted work hours each week for a single manager

5

# The cost of clarifying emails

How much time and money do your people spend clarifying poorly written internal emails? Estimate the numbers below or send a quick email to other managers to get the information you need.

Number of employees

Average hourly pay of employee

Average number of internal emails received each day for each employee

Percentage needing one or more clarifications\*

Minutes spent on clarification per

## How much did that paper cost?

How much time and money does your organisation spend to create one paper?

Average hourly pay of employees

Hours of work

Note the hours of work for each stage of the paper. Ask your employees and colleagues how much time they spend on these tasks. You may be surprised.

Brief created — hours

5

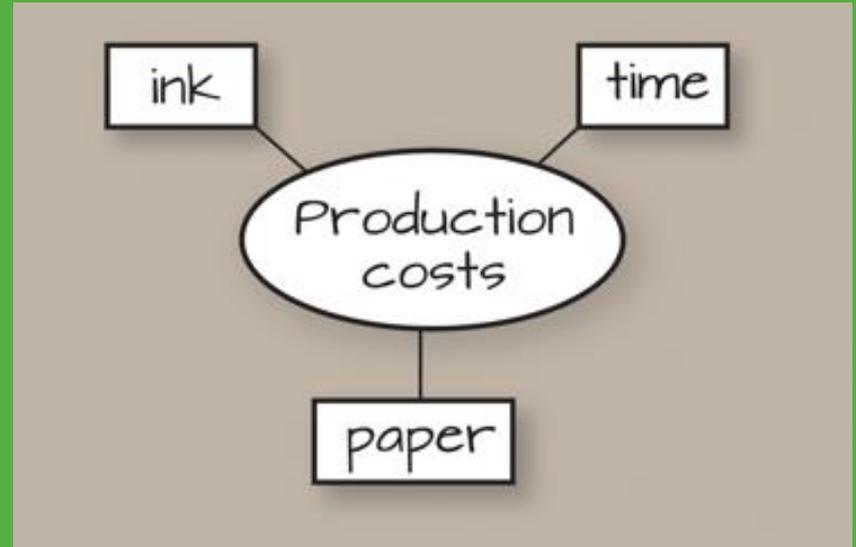
Writers briefed — hours

Draft created — hours

# Activity: production hiccups

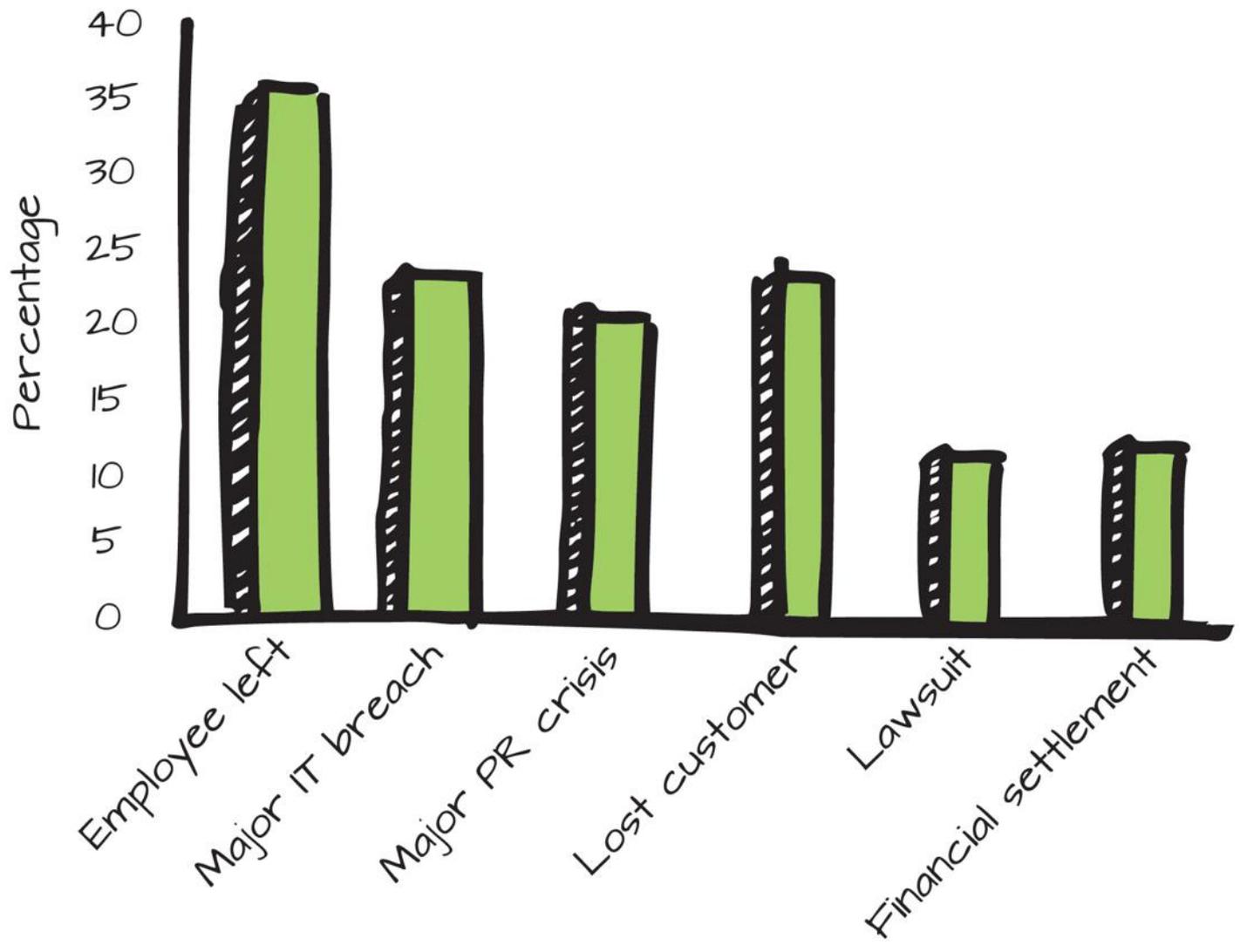
At your workplace, what occasionally happens that make production costs higher than you'd like?

Type your answer in the chat.



# Consequence costs

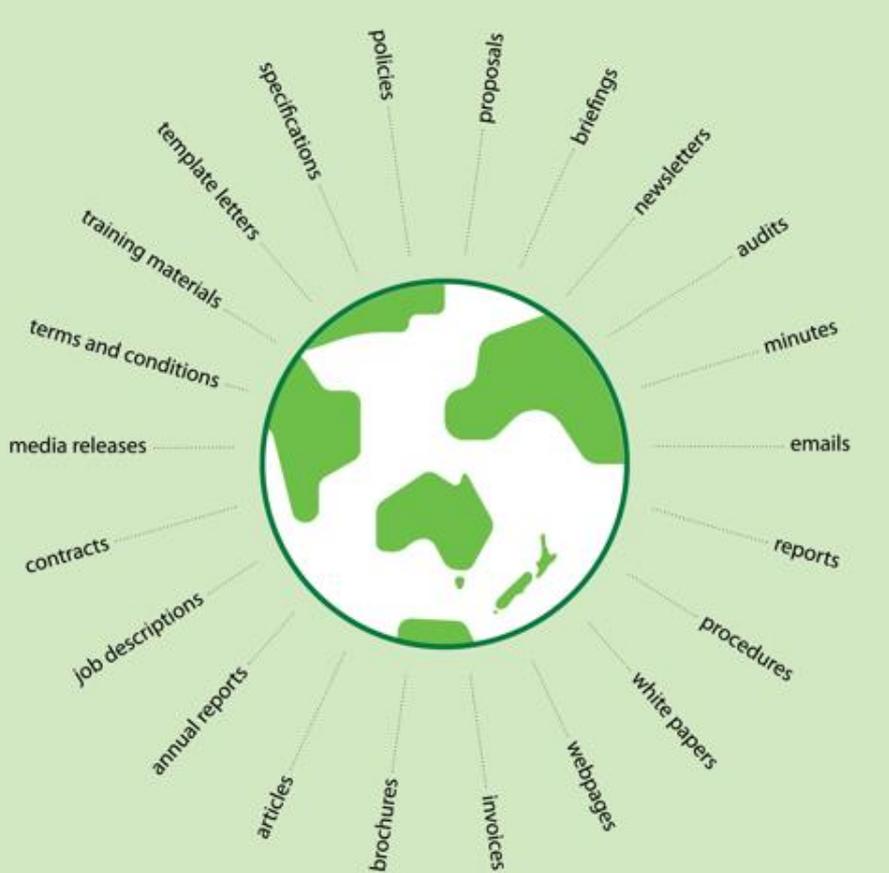






# How much can you personally save in consequence costs?





Words make your world go round

write

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# Why plain language is good for business



trust



equity



customer  
satisfaction,  
brand loyalty



efficiency

How do you transform your  
organisation's writing?

write

Audits, reviews,  
and surveys

**Measure**  
writing quality  
against the Standard

**Train**  
everyone in  
the Standard

Foundation,  
advanced, and  
refresher training

**Set a  
Standard**

**Support**  
everyone so  
they can meet  
the Standard

**Expect**  
everyone to  
meet the  
Standard

Champions,  
resources, and  
PR programme

Peer review, QA,  
and performance  
appraisal

# To ponder: plain language at work

Does every piece of writing in your workplace do the job it's meant to do, first time?

Does your business know what poor writing is costing it?

Does everyone in your business know how to write with the reader in mind, and understand why it matters?



# Questions and answers